New Nouveau
Brunswick
CANADA

Canada-New Brunswick Labour Market Agreement

Annual Plan

Fiscal Year 2013/2014

Post-Secondary Education, Training and Labour
September 2013

"The New Brunswick Department of Post-Secondary Education, Training and Labour (PETL) ensures the New Brunswick workforce is competitive by making strategic investments in people through innovative programs, services and partnerships. PETL also contributes to a fair, equitable, productive and inclusive environment in which to learn, work and live."

The Labour Market Agreement (LMA) represents an important agreement that offers the province the opportunity and flexibility to provide training opportunities and skills development to New Brunswickers who were previously unable to gain access to programs and services. It supports PETL's Adult Learning and Employment Division's mandate and assists us in meeting our goals of preparing our workforce now and for tomorrow.

The Adult Learning and Employment Division is mandated:

- To support the delivery of adult literacy and learning programs and services in partnership with the voluntary and private sectors;
- To deliver programs and services that are aimed at assisting unemployed New Brunswickers acquire the skills and employment experience necessary to secure full-time employment;
- To assist New Brunswick employers find the right individuals for their jobs;
- To help individuals and organizations find solutions to ongoing changes in the workplace created by new economic conditions.

Canada – New Brunswick Labour Market Agreement Plan Overview

Prior to the beginning of each fiscal year during the period of the Canada-New Brunswick Labour Market Agreement (LMA), New Brunswick agrees to develop and share an annual plan relating to its eligible programs and services with the Government of Canada, and make it public by October 1st. This document contains the details and strategies that the Government of New Brunswick (GNB) through PETL will pursue for the fiscal year 2013-2014.

Labour Market Trends and Challenges

Employment in the province remained challenging in 2012, falling to 351,400. However, this modest decline from 2011 (-600) was not as pronounced as the drop the previous two years. Full-time employment, which accounts for 84% of all jobs in New Brunswick, rose by 1,500. Part-time employment lost some ground, decreasing by 2,100.

Job Growth in Service Sector

Recouping all of the job losses from the previous year, employment in the service-producing sector rebounded in 2012 (+4,500), spearheaded by gains in health care and social assistance (+2,700) and educational services (+1,800). The goods-producing sector suffered job losses in 2012, most notably in construction (-3,200) and manufacturing (-2,200).

Unemployment Rate Increases

A modest decrease in employment coupled with labour force growth resulted in New Brunswick's unemployment rate being pushed up 0.7 percentage points, to 10.2% in 2012.The unemployment rate increased for both men and women in 2012, to 12.1% and 8.3% respectively. The national unemployment rate edged down slightly, from 7.4% in 2011 to 7.2% in 2012.

Employment Insurance Beneficiaries[1]

In 2012, on average, there were approximately 36,625 people drawing regular, training, job creation, self-employment, or fishing employment insurance benefits in the province, slightly lower than the 37,455 in 2011 and the 38,335 in 2010, but still significantly higher than the 32,955 in 2008.

Social Assistance Caseloads (Transitional Assistance Program)

After several years of noticeable declines in the number of transitional assistance caseloads for social assistance, falling from 21,400 in the 2002/03 fiscal year to 17,208 in the 2008/09 fiscal year, there has been a noticeable increase in the number of caseloads under this program. In the 2012/13 fiscal year there were 18,608 caseloads for transitional assistance, 8.1% higher than the 2008/09 fiscal year.

Moncton-Richibucto (Southeast) Region Thrives

Moncton-Richibucto (Southeast) boasted the highest employment growth and registered gains of 3,400 in 2012. Employment edged up in Edmundston-Woodstock (Northwest), while the three remaining regions posted declines. Despite job gains, Edmundston-Woodstock's (Northwest) unemployment rate rose to 10.8% in 2012 from 9.7 in 2011. The unemployment rate in Campbellton-Miramichi (Northeast) increased to 16.8% from 15.4% the previous year.

Immigration Benefits Population Growth

The number of immigrants to New Brunswick in 2011-2012 was at near-record levels (2,258) keeping net international migration strong. At the same time, net interprovincial migration deteriorated. The natural increase, while positive, continued to fall. As of July 1, 2012, New Brunswick's population was estimated at 755,950, a 0.1% increase from July 1, 2011.

Senior Population Continues to Grow

For the fourth year in a row, the proportion of seniors (65+ years) exceeded the proportion of children (0-14 years), at 17.0% and 15.0% respectively. Roughly a quarter (24.4%) of the population was 15-34 years of age in 2012, down from about a third in 1992. The impact of the oldest boomers was evident on the 50-64 year age group, with this group increasing their share to 23.1%. New Brunswick's median age reached 43.4 years in 2012, 3.4 years older than the national average of 40.0 years.

Interprovincial migration

There continues to be population migrating from rural to urban regions of the province. Over the last 5 years, pronounced population declines have occurred in the north and other rural regions of the province, while significant population increases have occurred in the south, particularly in close proximity to Moncton, Fredericton, and Saint John. In 2012, 69.0% of the province's working age population (15+) were residing in the three southern economic regions. Madawaska, Restigouche, Gloucester, and Northumberland counties have been steadily losing population since 1996.

New Brunswick's Economy Contracts

Real GDP in New Brunswick declined by 0.6% in 2012, following no growth in 2011. Output of the services industries advanced 0.4% in 2012, while the goods-producing industries fell 3.6%.

Wages and Salaries Growth Consistent With Inflation

In 2012, growth in provincial wages and salaries fell below 2%. The national increase outpaced the New Brunswick result for the third year in a row. Increases were reported in 12 of the 15 major industries for New Brunswick with the strongest impact from trade, health care and social

1 excludes those collecting sickness, maternity, work sharing, adoption, parental, and compassionate care benefits.

assistance, and finance, real estate and company management. Declines were evident in provincial government, agriculture, forestry and fishing, and construction.

Average Weekly Earnings Match National Increase
Growth in average weekly earnings for New Brunswick increased 2.6% in 2012, matching the national rise. The provincial increase was down from 3.6% in 2011. At $809.35, the province's weekly earnings represented 90.2% of the Canadian average of $896.81. Provincial weekly earnings ranged from $363.20 in accommodation and food services to $1,340.13 in mining and oil and gas extraction.

Increase in the CPI (Consumer Price Index) Slows
Consumer prices in New Brunswick slowed considerably, to 1.7% in 2012 from 3.5% in 2011. While the provincial rate of inflation was slightly above the national average of 1.5%, it was below the rate for the other Atlantic Provinces and Quebec.

Exports Stable
Foreign exports of goods from New Brunswick were stable at $14.8 billion in 2012. Increases in energy products, farm, fishing and intermediate food products, and metal ores and non-metallic minerals were offset by declines in basic and industrial chemical, plastic and rubber products, and metal and non-metallic mineral products.
The province's largest trading partners include the U.S. (86.4%), the Netherlands (1.8%), the Bahamas (1.5%), Brazil (1.3%), France (1.0%) and China (1.0%).

Manufacturing Sales Decline but Level Still High
New Brunswick manufacturers continued to have sales over $19.5 billion in 2012, even though there was an overall decline of 1.2%. Sales of non-durable goods, which represent over 85% of the total, fell 1.7% and durable goods rose 1.6%.The manufacturing sector represents 11% of provincial GDP.

Housing Starts Down
Provincial housing starts decreased for a second consecutive year, falling 4.4% to 3,299 units in 2012. However, the decline was not nearly as severe as the 15.8% drop reported the previous year. The Canadian housing market strengthened in 2012, with housing starts reaching their highest level in five years, a healthy 10.8% rise from 2011.

Capital Investment Declines
Capital investment in New Brunswick declined to $5.9 billion (-8.0%) in 2012. Investment in the private sector fell 1.5% while the public sector decreased 19.7%. Nationally, capital investment rose 7.2%.
Higher investment in retail trade, information and cultural industries, transportation and warehousing, and utilities could not offset lower investment in public administration, manufacturing, educational services and housing.

Retail Trade Remains over $11 Billion
New Brunswick's retail trade remained over $11 billion in 2012, although it declined for the first time since 1994. Growth for Canada slowed for the second year in a row. This industry accounts for almost 7% of provincial GDP

Wood Product Sales Strengthen
New Brunswick's wood product manufacturers saw sales increase for the second time in three years, growing by 8.9% in 2012. Sales increased to $944.2 million, up from $866.8 million in 2011. Wood product manufacturing represents approximately 1% of New Brunswick's GDP.

Mining Production Struggles
Mineral production in New Brunswick fell 14.1% to $1.1 billion in 2012. Potash production increased by 4.9% for the year, while metallic mineral production fell by 22.3%.The mining and oil and gas extraction industry represents 3% of provincial GDP.

Farm Cash Receipts Decrease
New Brunswick's farm cash receipts decreased in 2012 by 1.2% to $527.1 million after turning around the year before. Crop receipts fell 4.7% while livestock receipts were up 0.5%. Nationally, there was an overall increase of 7.4%. The agriculture industry represents less than 2% of provincial GDP and in 2012 employed 4,100, a decline of 19.6% from 2011.

ICT Sector Challenged
Employment in the information and communication technologies sector (ICT) decreased 6.3% in 2012. A gain for wired telecommunications carriers was offset by a loss in computer systems design employment. ICT accounts for over 3% of provincial GDP.

LMA Priority Areas

The LMA funds have been allocated to respond to the labour market and economic conditions of our province. We continue to use LMA funds to provide seamless programming to all clients ensuring we meet the needs of those employed who are low skilled and those in need of increasing literacy and essential skills

Our economy and labour force continues to face on-going challenges such as slow population growth, an aging population, out-migration of youth and skilled workers and relatively low levels of literacy and essential skills. The province also continues to experience a high unemployment rate. The projected economy and labour markets are expected to improve over time but we need to attract, retain and educate a highly skilled workforce.

Although we continue to face labour market and economic challenges we feel confident that strategic investments in such areas as skills development, assisting employers to find skilled individuals, literacy and continuous learning will assist in our economic recovery.

Employment programming, designed to educate our workforce, create new employment opportunities, and support student learning experiences, is also a priority area within the plan. Within this area the focus will be on providing education and practical training to clients to assist in increasing skills and labour force attachment.

PETL will continue to work closely with employers, communities, government, and sector groups to identify skill gaps and requirements and to develop collaborative solutions to address them. Joint ownership of the responsibility for labour force development ensures that targeted programs and services meet the specialized skills or requirements of our differing industries and employers throughout the Province.

Funding Allocation for Provincial Programs

New Brunswick has developed and implemented with the support of the Labour Market Development Agreement (LMDA), the LMA and provincial funding, programs and services that are designed to address identified labour market issues. These programs and services provide guidelines and measures to ensure that PETL clients receive effective and efficient access to

training, work experience, labour market information, and supports.

LMA Funding

Under the Canada-New Brunswick LMA in 2013-2014, New Brunswick will receive $10,836,000.00 in base funding which is to be used to provide training opportunities and skills development for residents who are unable to gain access to programs under the LMDA. Two specific sources of programs are identified within the agreement:

1) Employment programs for employed, unemployed and under-employed workers; and
2) Literacy and essential skills training for low skilled workers who possess less than high school or literacy levels below 3.

The following table summarizes the LMA funding for 2012-2013:

Funding	Amount
LMA Agreement	$10.8M
Reprofile	$1.2M
Carry-Forward	$3.5M
Total LMA Funding	**$15.5M**

2013-2014 LMA Annual Plan Funding Details

EMPLOYMENT PROGRAMS **2013-2014 Allocation $8,087,000.00**

Workforce Expansion – Employer Wage Subsidy

The Employer Wage Subsidy component is a collaborative effort which brings our clients, unemployed New Brunswickers, together with employers. The program helps build employer and employee relationships to further the development of our unemployed by gaining skills which will ultimately result in long-term sustainable full-time employment.

In an effort to assist marginalized unemployed clients who are not eligible for Employment Insurance (not EI eligible), the province will use LMA funding in the Workforce Expansion program to provide wage subsidies to businesses who hire individuals from select groups. The select groups include: Recent Post-Secondary Graduates, Persons with Disabilities, Aboriginals, Social Assistance Recipients, Visible Minorities, Newcomers and Older Workers.

The One-Job Pledge, a post-secondary initiative, was created to provide and increased incentive to employers to create post-secondary positions that pay a higher starting salary ($14.00 or more per hour).

Objectives

- To stimulate the creation of long-term employment opportunities in the private sector;
- To assist unemployed individuals secure sustainable employment;
- To stimulate the hiring of individuals from select groups in New Brunswick.

Client Eligibility Employee:

- Must be unemployed, not EI eligible and a member of a select group; or
- Must be unemployed and not EI eligible;
- Must not be an immediate family member of the employer (spouse, child, parent, brother, sister), nor can they be an officer or a director of the organization or a member of their immediate families.

Employer:

- Must be a private sector company, non-profit organization or First Nation;
- Must intend on retaining the individual on a full-time basis after the wage subsidy period ceases;
- Must be prepared to provide on-the-job training.

Outcomes

- Increase in the number of unemployed, non-EI individuals from select groups who become gainfully employed and self-sufficient.
- Assist employers in finding individuals to fill job vacancies.

Clients Served

- Based on an average cost per placement of $10,640.00 (taking into consideration varying weeks and wage reimbursements for different client groups), it is anticipated that 404 unemployed non-EI eligible clients will be served through the LMA funding. Additional clients will be assisted through the LMDA.

Funding Allocated

- **$4,300,000.00**

Work Ability

This program provides unemployed individuals with short-term workplace opportunities, to help them develop the skills necessary to find and maintain sustainable employment. Particularly, the program targets individuals who need work exposure to overcome a barrier as identified through their employment action plan.

Objectives

- To provide unemployed New Brunswickers, who are case managed, with appropriate skills to obtain work;
- To assist unemployed New Brunswickers, who are case managed, with an opportunity for career exploration to establish a career goal;
- To provide unemployed New Brunswickers, who are case-managed and have long-term employment barriers, with work experience to help them commit to a long-term employment action plan.

Client Eligibility

- Participants must have developed an employment action plan with an Employment Counselor.

Outcomes

- Increase the number of New Brunswickers who find sustainable employment and an attachment to the labour force as a result of receiving case management and financial assistance in support of a placement intervention.

Clients Served
- We expect to be able to help as many as 110 clients through the Work Ability program.

Funding Allocated
- Based on an average cost per placement of $4,262.40 and serving 110 clients, the total cost allocated from the LMA for this component will be **$470,000.00.**

Summer Employment Experience and Development (SEED)

The SEED Program provides assistance to students and youth under three components:

i. Summer Employment Placements (provincial program);
ii. Student Entrepreneurship (provincial program); and
iii. Provincial Government Co-operative Placements (CO-OP).

For the purposes of the Labour Market Agreement, the CO-OP component will use LMA funding under the SEED program. The Provincial Government Co-operative Placement component encourages placements in the public sector for students who are enrolled in a recognized college or university co-operative education program. Such programs formally integrate a student's academic studies with work experience. The usual plan is for the student to alternate periods of experience in a field related to their program of studies. CO-OP Placements occur throughout the fiscal year through three intakes (one in the summer, one in the fall and one in the winter).

Objectives
- To provide students with work experience related to their skills and education.

Client Eligibility

Client:
- Students must be currently enrolled in a recognized college or university co-op program (www.cafce.ca).
- Students must be attending an educational institution on a full-time basis and returning to full-time study.

Employer
- The employer eligibility is restricted to provincial government departments, hospital corporations, universities and community colleges.

Outcomes
- Increase the number of Co-op placements for Co-op students within the public sector;
- Provide a work experience and a labour force attachment for post-secondary students within the province;
- Assist in retaining post-secondary students within the province.

Clients Served
- It is anticipated that unemployed, non-EI eligible clients will be assisted with these increased Co-op placements.

Funding Allocated
- Based on an average cost per placement of $7,129.60 and serving 98 clients, the total cost allocated from the LMA for this component will be **$700,000.00**.

Training and Skills Development (TSD)

The focus of TSD is to support clients entering training or educational programs that will allow them to return to work or to become ready to enter the workforce. For the 2013-2014 plan this will consist of two programs – literacy upgrading and support for post-secondary training interventions.

Objectives

- To provide case-managed individuals with access to appropriate training and educational opportunities related to current and emerging employment opportunities.
- To increase the number of individuals who find sustainable employment as result of receiving financial assistance in support of a training intervention.

Client Eligibility

Clients deemed eligible for literacy and/or Workplace Essential Skills (WES) training at International Adult Literacy Survey (IALS) Level 2 will need to meet the following eligibility criteria:

- Must be unemployed and non-EI eligible;
- Must be lacking employability skills;
- Must be case managed;
- Must have a viable employment action plan (i.e. be able to complete literacy and WES training at IALS Level 2 – Grades 7-9 and Grades 5-6 within 1 year).

Clients deemed eligible for TSD training funding will need to meet the following eligibility criteria:

- Must be unemployed and non-EI eligible;
- Must be case managed;
- Must have a viable employment action plan.

Outcomes

Literacy Upgrading:

- Increase the number of individuals who finish high school, receive a General Education Development (GED) diploma, or complete literacy and WES training at IALS Level 2.
- Increase the number of individuals who finish high school, receive a GED diploma, or complete literacy and WES training at IALS Level 2 and subsequently enrol in post-secondary training.

Regular TSD Programming:

- Increase in the number of New Brunswickers who are gainfully employed and active labour force participants as a result of receiving financial assistance in support of a training intervention.

Clients Served

- It is anticipated that 590 eligible clients will be supported through LMA funding.

Funding Allocated

- Based upon the proportion of clients served under the 2012-2013 TSD programs, it is estimated that 590 clients could be served with the budget of **$2,000,000.00**.

Employment Services – Labour Market Research and Analysis (LMRA) component of Adjustment Services

LMRA is an Adjustment Services component used to improve the capacity to deal with human resources requirements (i.e. labour force imbalances) through means such as human resource planning and research. LMRA involves the analysis of human resource supply and demand, the identification of trends and emerging issues, and the identification of skills gaps and barriers to hiring and retaining appropriate human resources.

Objectives	• To provide funding resources to a group or organization who wants to undertake a very specific initiative that is assessed as likely having a positive impact on the labour market.
Client Eligibility	• In order to receive LMRA funding a formal request must be approved by PETL. Activities under LMRA are usually not funded for individual companies but rather for associations representing sectors or a group of companies.
Outcomes	• Outcomes are determined on a case-by-case basis as per each objective of individual contracts.
Clients Served	• N/A
Funding Allocated	• PETL has allocated **$217,000.00** to provide funding for Adjustment Services throughout the province on an 'as needed' basis.

Administration

Implementation and monitoring of the LMA plan requires additional resource allocations to ensure the programs and services are developed and delivered efficiently. It is also essential that we evaluate the effectiveness of these programs to our clients, to our partners, and to our service providers to ensure that we achieve the highest level of client satisfaction and effectiveness.

An allocation will be made to support a province wide media campaign to promote our programs and services. ($200,000.00)

Centrally and regionally funding will be allocated for staff including an LMA Business Data Analyst. ($100,000.00)

Regionally, professional development of the employment counsellors will be allocated to ensure our clients continue to receive the highest quality of service ($50,000.00).

In order to collect and report the required information as detailed within the LMA Agreement PETL must support an effective information management system that will allow access to our staff and service providers. An allocation will be made for technical changes and upgrades. ($50,000.00)

Funding Allocated - **$400,000.00**

COMMUNITY ADULT LEARNING SERVICES **2013-2014 Allocation $7,420,000.00**

The focus of Community Adult Learning Services (CALS) is on providing adults the skills needed for further training or employment.

Services have two objectives:

- Provide adults with low literacy skills and/or formal credentials deficits access to appropriate training and educational opportunities;
- Increase the employability of adults who have low literacy and essential skills and/or lack formal credentials.

The Province through PETL offers adult learning and literacy training (grade levels 1-9, GED preparation and digital literacy training) through the Community Adult Learning Network (CALNet) – 12 incorporated non-profit regional organizations with the mandate to deliver community adult learning and literacy services throughout the province.

Workplace Essential Skills (WES) training was introduced/developed in 2009-10 and is now being provided throughout the province. WES training, based on Human Resources and Skills Development Canada's (HRSDC) nine essential skills, provides an accelerated pathway of training for lower skilled, lower educated adults who need to improve their overall competencies to increase their employment prospects or employment retention. The alternative pathway is built on an approach that uses Prior Learning Assessment and Recognition (PLAR), competency based training and a workplace placement for employable learners.

Literacy and WES Training

Community Adult Literacy Training

Given the challenges that the province is facing with literacy levels, through the use of LMA funding, the province will continue to support provision of community adult literacy training (grade levels 1-9, GED preparation and digital literacy training) to employable clients.

The LMA funding will be used to maintain the province's support for community adult literacy training to include employable clients who are not EI/Reachback.

Objective	• To increase literacy skill levels by providing literacy training
Client Eligibility	• Must be employable and non-EI eligible; • Must have literacy skills deficits.
Outcomes	• Increase the number of individuals who receive a GED diploma, or complete literacy training at IALS Level 2 and complete digital literacy training. • Learners who utilize literacy training to gain employment or continue to other training.
Clients	• It is anticipated that 1546 employable, non-EI eligible clients will

Served	be provided literacy training under the LMA.
Funding Allocated	• Based on an average cost of $2,328.00 per client, the funds allocated to training costs under this component from the LMA in 2013-2014 is **$3,600,000.00**.

Workplace Essential Skills (WES)

Given the challenges the province faces with low literacy and essential skill levels of the existing workforce, the province will continue to deliver the WES Program. The Service Delivery Model includes:

WES Central Office Team that manages and coordinates the overall program and provides support to the WES Regional Teams and explores opportunities to enhance capacity through provincial partnerships.

Regional WES Teams that coordinate delivery of regional WES training by working with employers and/or community partners in the development of WES training initiatives to ensure appropriate monitoring and evaluation and promote the WES Program at the regional level through networking and local marketing.

The WES Program provides learners and employers the following services:

- Workplace Needs Assessment
- Learner Needs Assessment/ Prior Learning Assessment (PLA)
- Individualized WES Learning Plan
- Customized training
- Learner Post-Assessment

Funding will be assigned to the WES Program to assist clients with the following:

- Workplace Essential Skills (WES): reading, document use, numeracy, writing, oral communication, working with others, computer use, continuous learning and thinking skills.

Objectives	• To improve adult literacy and essential skills levels in the province, especially employed individuals. • To increase skills levels/employability by providing WES training.
Client Eligibility	• Non-EI eligible employable or employed individuals who have low levels of literacy and essential skills.
Outcomes	• Increase the literacy and essential skills of employable and employed individuals. • Increase the number of employers/workplaces offering literacy and essential skills training to the target client group.

Clients Served
- It is anticipated that more than 1000 learners will receive WES services in collaboration with approximately 60 employers.

Funding Allocated
- **$2,942,000.00**.

Learning Support for Apprentices

The needs of the labour market are shifting as our society's demographics shift, creating the need for a broader target population of potential apprentices/employees. This shift is resulting in changes observed in the needs of Apprenticeship and Occupational Certification (AOC) clients.

According to Learning Disabilities literature, 10% of the population has a learning disability. It is recognized/assumed that AOC clients likely surpass the 10% statistic, but not all learning issues are a result of a learning disability. Often there is a learning gap, attrition in learning, lack of good study skills, and/or exam anxieties that prohibit success.

LMA funding will be utilized to assess and provide appropriate learning supports to identified apprenticeship clients with skills deficits.

Objective
- Provide specialized support to facilitate appropriate learning progression and success.

Client Eligibility
- Employed individuals who are registered apprentices or trade qualifiers in designated trades in NB who have learning gaps or learning disabilities.

Outcomes
- Increase the number of apprentices and trade qualifiers who receive timely learning assessments.
- Increase the number of apprentices that receive needed intervention services for learning gaps and learning disabilities.
- Decrease in the number of perpetual apprentices.
- Increase exam and certification success rates of marginal apprentices and trade qualifiers.

Clients Served
- It is anticipated that approximately 450 individuals based on an average cost of $600 will receive learning support services (plus coordination costs).

Funding Allocated
- **$ 350,000.00**.

Skills Development Support – NB Public Libraries Services

Adult Literacy Collection - Allocation of LMA funds to support the purchase of library materials for adult learners and adult literacy. Funds also support the purchase of library materials on topics related to essential skills and employability that could be of particular interest to adult learners. Examples of topics include: resume writing, interview preparation, job searching, career counselling and career information, skills development, career planning, entrepreneurship.

Funding Allocated - **$100,000.00**

Program Administration

Implementation and monitoring of the above LMA activities requires administrative resource allocations to ensure the programs and services are developed and delivered efficiently. It is essential that we monitor and evaluate the effectiveness of these programs to our clients, to our partners, and to our service providers to ensure that we achieve the highest level of client satisfaction and effectiveness. In order to collect and report the required information as detailed within the LMA agreement, PETL's Community Adult Learning Services Branch must develop and support an effective information management system.

Funding Allocated - **$428,000.00**

Stakeholder Engagement

Consultation Exercise

The Annual Plan outlines the priorities for LMA funds for 2013-14. This section will provide an overview of consultations that lead to the decisions made on how to best allocate the LMA funds for this fiscal year and act as a guide for the years following.

The government of New Brunswick and this Department is committed to engaging citizens and stakeholders in creating the direction and focus of government interventions. This plan is the result of consultations held throughout the previous year both in a formal and informal setting. We understand the responsibility of the effective management of the LMA funds and have the mandate and desire to ensure that it is spent to provide the best outcome for all of our clients.

Consultations have occurred both within the province and throughout the country as we strive to examine all opportunities and leverage best practices. Throughout the life of this plan we will continue to meet with our stakeholders and colleagues to ensure that we meet the LMA goals and exceed them.

Internal and interdepartmental consultations continuously take place as New Brunswick strives to maximize its labour force to meet challenges of today's labour market and into the future. These consultations have taken place through formal and informal meetings, working groups, and strategic planning processes (that have led to an Adult Literacy Strategy and a draft Workplace Essential Skills Strategic Plan).

PETL has also received input from all of the Divisions within the Department. Effective service delivery can only be accomplished by the inclusion and awareness of all aspects of this Department.

PETL's regional and satellite offices across the province play an important role in these consultations, working to identify best practices and gaps in programs and services to many clients everyday. Our Regional Directors and staff live in the communities in which they work. They are committed to improving the economic situation in those communities and their consultations are regular and ongoing with stakeholders in their cities, towns and villages. Consultations with their regional partners include the Department of Economic Development including the Regional Development Corporation, organizations working for underrepresented groups like the Canadian National Institute for the Blind (CNIB), Multicultural Associations,

Aboriginal communities and private skills training operators and public training institutions such as colleges and universities.

Our 7 regional offices each have committees made up of the Business Community, Educational Sector, Employer Groups and Municipalities that meet at minimum two times a year (depending on the region). Based on the discussions that take place at these meetings priorities are set, and that is how we align ourselves to address stakeholder needs.

Although the membership of these committees vary, our regions ensure that the groups around the table include Employers and the Educational sector as we believe these are interrelated and are required in order to move the work forward.

We would note that this consultation practice applies to all agreements not solely the LMA. We focus on programming as such Employers may not recognize the distinction between LMA and LMDA.

Currently some of our regions have been conducting employer surveys to identify their Human Resource and recruitment needs. Again this applies to all programming not specifically to LMA

We have received input into the plan through other government plans and priorities which were developed and continue to be validated by stakeholders. Examples include:

- The Poverty Reduction Strategy
- The Action Plan to Transform Post-Secondary Education
- An Employment Action Plan for Persons with a Disability in New Brunswick
- *Growing Together* New Brunswick's Economic Development Action Plan

PETL has excellent working relations with its partners and has benefited from the expertise of these stakeholders and more:

- Employment and Social Development Canada (previously the Department Human Resources and Skill Development Canada)
- Local Service Canada Offices
- Social Development
- Post-Secondary Education Institutions
- Employers
- Invest NB
- Community Business Development Corporations
- Economic Development

The commitment is in place to ensure that PETL staff continues to work closely with inter-governmental and external stakeholders to ensure that LMA funds provide appropriate services to our clients that meet the provincial and departmental strategies.